

**SYSTEM AND METHOD FOR  
USING PSYCHOLOGICAL SIGNIFICANCE PATTERN INFORMATION  
FOR MATCHING  
WITH TARGET INFORMATION**

**ABSTRACT**

A computer-implemented system for creating a classification significance pattern for end users, and enabling end users to use their classification significance pattern to conduct custom searches for target information, such as information about products, services, and jobs, as well as enabling third parties, such as vendors and potential employers, to target their advertisements to groups of users meeting a certain classification. A classification significance pattern is created by having a user take a psychological test, for example, that includes a personality test, a design taste test, a recreation/travel test, a life satisfaction test, an interactive game module, or a career/job test, and having the system automatically score such test and classifying the user based on a defined abstract classification.